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File No. 11-31

Previous References

Deli 11-31 (1-4) (Delhi)

Serial Nos. 5

Later References

General and Revenue Secretariat.

Serial Nos. 6 4 2

Part B for Dec 1 31

SUBJECT.

Report on the deputation of Mr P. Ananthan - Subramanya

to N. India for the investigation of markets for silk.

2101

(1)

Serial No.	
5	Letter no. B-96-31 dated 3rd Dec. 1931 from the Dir. of Sericulture, Bangalore submitting the report of Mr. Anantasubramanyam in connection with his investigations about the demand for high class silk fabrics in the general markets.

Sent for perusal; it is not stated how far it will help the Dir in arranging his programme of work at the Weaving Plant.

KB. 8.12.31.

May be recorded after perusal

8/12/31

Dev Sec'y)

~~Receipt is interesting but for consideration~~

The report is interesting and gives valuable information. But it does not bring out what the financial prospects of our Silk trade is likely to be with its standing the outside competition. The price factor may operate to our disadvantage. Much depends on the costs of production in our factories.

2nd Member & Dewan

MK 12/12

MR 12/12/31

MMC (9.12.)

MR 21-12-31

May this be filed?

23.12.31.

MR 28/12/31

MR 22/12/31

NOTE—Contn. Sheet.

DEWAN'S OFFICE RECEIVED 21 DEC. 1931

RECEIVED 24 DEC. 1931 SECRETARIAT BRANCH

3838

WD 70—GBPM—60,000—13-8-31.

Seri 11-31-5

Telegraphic Address: "INDUSCOM."

In reply please refer to
No. B-96/31-32

GOVERNMENT OF MYSORE.

DEPARTMENT OF INDUSTRIES AND COMMERCE.

OFFICE OF THE DIRECTOR,

Dated, Bangalore, the 3rd Decr 1931

Seri 11-31 (14)5

FROM N. RAMA RAO, Esq., B.A., B.L.,
~~C. RANGANATHA RAO SAHIB, Esq., B.A., B.L.,~~
Director of Industries and Commerce in Mysore,
Bangalore (India).

2101

DEVELOPMENT SECRETARY
4 DEC. 1931

To

B. T. Kesaviengar, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

SIR,

With reference to Government order No. D. 994-5/Seri. 4-31-2 dated the 15th August 1931 sanctioning the deputation of Mr. R. Ananthasubramanyam, Industrial Assistant to the Director, to visit the important silk centres in Northern India with a view to collect accurate information about the nature and volume of demand for high class fabrics, I have the honor to forward herewith the detailed report of the officer for favour of information of Government.

Mr. Ananthasubramanyam has applied himself with care and thoroughness to the important task entrusted to him, and submitted a report which will undoubtedly be of value in shaping the future work of the Silk Factories in Mysore.

I have the honor to be,
Sir,
Your most obedient servant,

N Rama Rao
Director.

usc)

nso

INTRODUCTION.

In connection with the erection of Silk Weaving Plant at Mysore, Government directed that an Officer of the Department should be deputed to find out the fabrics that could readily be sold in India, so that the manufacture of such fabrics only should be taken up on hand as soon as the factory starts work. It was also suggested that the Officer should study the prevailing trade practices in the several centres, the course of trade now in vogue, the colours mostly in demand of fabrics to be manufactured the prices at which such fabrics are being imported and to see if any competition had to be anticipated at the hands of local enterprisers, who are engaged in such manufacture. This duty was entrusted to me and I was asked to draw a rough itinerary which was approved of by Government. I left Bangalore on this work by the Madras Mail on the 17th September 1931 and returned on the 1st November 1931. During the course of my investigation, I visited the marginally noted places. I append to this report a diary showing the number of days spent in each place.

*Madras.	Peddapuram.	Calcutta.	Berhampore.
Patna.	Bhagalpur.	Benares,	Lucknow.
Delhi.	Lahore.	Amritsar.	Agra.
Surat.	Bombay.	Poona.	

Prior to my proceeding on this tour, I went to Mysore and met Mr, Votteler (The Swiss Expert) and the Superintendent of Sericulture with a view to find out which of the several fabrics, samples of which had been obtained from Switzerland as having been made from out of Mysore Silk, could be manufactured with the aid of the plant now under erection. The weaving plant consists of ten looms and of these, five looms have only a single shuttle, two looms have two shuttles, one loom has four shuttles, one seven shuttles and one loom has got a swivel jacquard. While all the ten looms are capable of manufacturing Taffettas, only four looms could be used for the manufacture of crepes. Crepe-satins can be manufactured only in a loom which has a dobby attached to it. There are fourteen samples which have been obtained from Switzerland. Of

X these

these, Crepe-de-chine white, crepe satin freise,(Strawberry) and crepe-de-chine vertclair (light green) are not loaded and these can be taken as standards of goods that could be manufactured here. Taffetta Radium and Taffetta Canary Yellow and Duchesseciel (Sky Blue) can be taken as fabrics of taffetta weave which are not loaded and may serve as standards. The other fabrics have all been loaded, but these can be shown as samples of fabrics which can be manufactured but would not be weighed when made here. Mr.Vottelar said that we can take up the manufacture of crude taffetta in gum, poonje silk and silk gaberdeen. He has also given a rough cost at which these fabrics can be produced provided the silk is supplied to him at Rs 9/- per lb. He however, mentioned that he was not anxious to produce articles according to his own ideas, but that he would be glad to produce such fabrics as may be suggested to him as having a large demand. He desired that samples of such fabrics may be furnished to him giving the weights that such fabrics should have when finished.

STATISTICS OF TRADE.

The average annual imports into India of silk piece goods from foreign countries, according to the reports of the Sea-borne Trade, amount to 198 lakhs of Rupees. The share of the far-eastern countries - China and Japan - to the three important ports of Madras, Calcutta and Bombay is as mentioned below:-

Imports of Silk Piece goods during the years

	1927-28.	1928-29.	1929-30.
Madras.	74,755	3,32,624	3,24,525
Calcutta.	8,85,158	8,78,905	11,04,606
Bombay.	1,98,68,642	1,93,75,504	1,77,03,850

DETAILS OF VARIETIES OF SILK IN DEMAND IN INDIA.

I have made a careful study of the several markets and I have obtained samples of fabrics that are most in demand in the various markets and the manufacture of which we may have to undertake. A large percentage of the imported fabrics consists of

X Fugi

Fuji, Cambo. Kawamato and Spun Crepe which are not manufactured out of reeled silk. Crepe-de-Chine, Charmeuse, Palace Crepes, Georgettes, Satins and Paj (Taffettas) are fabrics made out of reeled silk.

CREPE-DE-CHINE:- This fabric takes the first place amongst the imports. This has a very large demand. For a long time, this fabric used to be imported from Japan, but just at present, the Chinese manufacture holds the market. It is imported in pieces of 24½ to 25 yards with 40" or 45" in width. There is also another quality which is slightly heavier than the one for which there is a normal demand, and this also sells largely. The approximate weight of this fabric is in the neighbourhood of 3½ lbs. for 24 yards. The wholesale selling price of this variety is between Rs 2-6-0 and Rs 2-8-0 per yard light weight, 40" in width and Rs 2-13-0 for the heavier variety as also for one of 45" width. In a separate statement which is attached to this report, mention is made of the price at which these fabrics are sold in the several markets - both retail and wholesale.

CHARMEUSE - CREPE DE-SATIN:- There is also a large demand for this fabric. They are imported in 36", 40" and 45" in width but the demand is chiefly for the 40" and 45" width fabrics. These fabrics are usually obtained in pieces of 25 yards and each piece weighs about 4 lbs. and is sold whole sale at about Rs4/- a yard.

CREPE GEORGETTES:- Next to Crepe-de-chine there is a very large sale for these fabrics and these are imported in several weights starting from what is known as 8 mome quality to 20 mome quality or in the nomenclature familiar to us - a piece of 24 yards of 45" width should weight from 3 to 6 lbs., the most popular fabrics being those weighing 3 lbs. to the 24 yards piece as also qualities weighing 3½ lbs. amd 4 lbs. to the 24 yds.pieces. The

X price

price of these 24 yards fabrics is about Rs 3/- per yard, the heavier fabrics being a trifle more costly. The imported price is Rs 6-8-0 momme, so that if the Georgette is 12 momme quality the price of the piece of 24 yds. will be Rs 78/-.

SATIN:- There is a very msall demand for satin in India. Originally there used to be a very large demand for it, the chief consuming markets being the Punjab and Kathiwar. The Punjab even now takes a small quantity and the requirements of Kathiwar are being met with by the Surat Manufacturers. There is a small demand for this fabric which is usually 27" or 40" in width. The selling price does not exceed Rs5/- a yard. In Amritsar particularly the dealers would like to have these fabrics spray printed.

TAFFETTAS:- I have obtained some samples of taffettas which are in demand, but as a general rule, all merchants in the several markets state that there is a small demand for Taffettas. Taffetta of 27" width is sold at Rs2/- a yard. The demand for Taffettas has considerably gone down due to the importation of other fabrics like Cambo, Kawamato and Fuji which have displaced this material. There is however a small demand for Taffettas which is known in the market as 'Paj' and is being sold in the neighbourhood of Rs2/- a yard of 45" width. This is used mostly in the Bombay market for lining purposes and is dyed locally to suit the individual requirements.

SPUN CREPE:- This is a recent introduction into the market and in this spun silk yarn is used very largely. The imported fabric comes solely from Japan and the price of the imported fabrics ranges from Rs1-8-0 to Rs 2-8-0 a yard 27" being the width of fabrics for shirting and 36" for the rest. All the silk shirtings that are being sold in India consist mostly of this class of fabrics.

PALACE CREPE:- This is also new to the market manufactured mostly by Japan to satisfy the demand for a cheaper and

X lighter

lighter fabric. The wholesale price at which these fabrics are imported ~~xxxxxxxxx~~ varies from Rs1-4-0 to Rs4-0-0 a yard depending upon the weight of the fabric. The popular widths are 40" or 45". The possibilties of manufacturing this class of goods on our looms may also be investigated.

FUJI:- This commands the largest sale in India. chiefly on account of its price varying as it does from 14 annas to Rs1-8-0 a yard. Made of spun silk, there are two varieties, heavy and light; the former resembling Chinese Ponjee and the latter habit dye or paj and though less lustrous is stronger. It is largely used for silk shirts.

CAMBO:- This is a new variety introduced into the Madras market. Two brands known as 5000 and 5500 are in very large demand. The selling price of this fabric is Rs1-8-0 a yard for a 45" width fabric. It is a matter for investigation as to whether we can put a commodity to compete with this.

KAWAMATTO:- This is a proto-type of the articles referred to above but sold in Calcutta Market. The selling price for a 27" width fabric is about Re.1/- per yard.

CHIFFON-NINON:- These are two other barics which are also in demand. I have obtained samples of these and their selling price is Rs3/- per yard.

In addition to the above samples there are also two samples of silk which are being manufactured by the Bengal Silk Mills, i.e.,1) a jacquard silk and 2)plain silk shirting. Two samples of silks made by the Sri Lakshmi Weaving Factory at Peddapuram. two samples of unwashed silk made in Murshidabad, a sample of the Surat Satin and a sample of plain silk made in Surat with Kashmir raw silk have also been obtained to indicate the nature of the fabrics that are being produced in the several centres of silk manufacture in India.

TRADE CONDITIONS IN THE VARIOUS MARKETS.

The trade in silk fabrics at Madras is in the hands of two important groups, viz., Chellaram Brothers and Cutchmemon Saits headed by Mr.Abu Backer and Junas Sait. Chellaram Brothers have both whosesale and retail shops. They have about seven shops in the City of Madras itself in addition to their branches at the Hill Stations. They have an office in Japan and Bombay. They import the fabrics and do both wholesale and retail business. Mr.Gobhoy Karanji who is an important merchant in Bombay has recently opened an office in Madras soon after the boycott of foreign goods started in Bombay last October. The Cutch Memon group do not do much business now and have now practically stopped importing directly from abroad. They obtain their requirements from the two above mentioned wholesale importers as also from merchants in Bombay. The usual practice of trade is to sell for cash and give a 2½% discount and if credit is allowed to charge interest. In Calcutta the retail trade in the Sir Steward Hogg Market and in the Fort area is entirely in the hands of the Sindh - Hyderabad merchants. The wholesale trade is conducted in Canning Street, Kengatapura and is in the hands of big merchants like Messrs. Puhmall and Ramchand who have got branches all over India. The Indian retail business is done by stores situated near the College Square. The practice is for these stores to purchase their requirements from the wholesale merchants getting some small credit, usually 60 days' time to pay and such credit is allowed only on Bankers' references being furnished, The Bengal Silk Mills who have their own depot in the Armenian Street in Calcutta have adopted the same course of business as is prevalent in the trade and give 2½% discount and rebate of 15 days' interest to those who pay cash and to others grant of 60 days' time but charge interest. In Patna and Bhagalpur there is very little trade done in imported silk, such trade as there is being entirely in the hands of Sindh-Hyderabad Merchants. In Lucknow and Cawnpore the retail bazaar is in the Mall and in the hands of curio dealers. The wholesale business is being

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done by persons engaged in piece goods trade, who do this as a side line and not as an independent business. In Delhi these articles are stocked by big stores who do retail business. They obtain their stocks from Bombay merchants. In Amritsar and Lahore these articles are now being imported by merchants of the locality through Karachi. They hold large stocks and distribute the same from Amritsar. In Amritsar there are about six firms who do only wholesale business, In Lahore the trade is scattered between the Mall, the fashionable place of business and Anarkalli, the natice bazaar. In Bombay the wholesale merchants, of whom there are about a dozen and who are mostly Sindh-Hyderabad Merchants, have their places of business in Jackria Masjid Street. Here no retail business is done and most of the goods are sold on the basis of momme quality. All fabrics from Japan are stamped by the Government Testing Houses and such stamps indicate the width of the fabric, the length of the piece and the weight of the fabrics expressed in momme (Usually the equivalent of one momme of a fabric 45" wide would be about 10 tolas in weight). The prices are expressed at so many rupees per momme. The present prevailing prices are Rs6/- per momme for Georgettes and Rs6-8-0 for Charmeuse. The retail trade is in the hands of five important firms in the Fort. These firms have also got branches in Girgaum near Churni Market where they have what is called 'Blouse Shops'. Retail sales are done here and they command a very good price. In Bangalore a large quantity if imported silk fabric is being sold mostly in the Commercial Street and is in the hands of two important merchants Messrs.Devidoss and Ahmed Brothers. Of these the latter imports his fabrics both from Madras and Bombay.

PRICES.

Out of the silk sent from Mysore to Switzerland, Benningers got 328½ yards of fabrics of the varieties referred to in para 2 manufactured and sent to India. We have not been furnished

X with

with the actual cost and we had to accept the customs valuation. The retail prices were fixed on this basis. The samples were also shown to various merchants in Bangalore and they appraised the value as under. For the present I am taking only the four varieties the manufacture of which I have suggested above.

	Price fixed by us.	Mr.Harvey of Bombay Tailoring Hall.	Mr.A.Khan of Western Stores.	M/S Raghunath Doss of Messrs. Devidoss.
	Rs a. p.	Rs a. p.	Rs a. p.	Rs a. p.
Crepe-de-chine				
White	5 0 0	2 8 0	3 4 0	2 4 0
Fraise	5 0 0	2 4 0	3 4 0	2 12 0
Vert Clere	5 2 10	2 0 0	3 0 0	2 8 0
2.Crepe Satin.				
Rose		1 8 0	2 0 0	3 8 0
Brown	5 0 0	1 12 0	2 8 0	2 4 0
3.Crepe Georgette	5 0 0	2 8 0	3 8 0	4 0 0
4.Taffetta	5 0 0	1 8 0	2 0 0	1 8 0
Hollow	4 8 0	1 8 0	2 0 0	1 8 0

All the above fabrics are 36" wide.

It will be apparent from the above that there is a wide variation in the price as estimated by merchants and what we fixed as their saleable value. Benninger's when asked to give us details as to what the actual cost of manufacture was, furnished information of what it would cost to manufacture 500 metrs of crepe assuming the price of the silk at Rs12-4-0 a lb. Their data is as follows:-

(1) We are giving you hereafter a calculation of the crepe de chine No.5 and 6 on the basis of a warp 500 meters long and about 500 C.M.wide (41½) on the loom. We are calculating the raw silk (Grege) at £2/- per Kg.(Rs12-4-0 a lb.)

92 & 2/3 lbs.or 41.8 Kg. of silk required Switz.	Fr.2100.00
Twisting	119.50
Weaving	104.00
Dyeing & Finishing	400.50
Cleaning & Rolling up	22.50
Total:-	2861.50

500 Meters or 541 yards of raw cloth comes back from the finishers owing to shrinkage (Shirnkage is 54 yds.not longer than 450 meters or 487 yards. Making cost of a yard of the finished fabric at 5.80 Switz.Fr. or in Indian Currency at the rate of exchange prevalent then Rs3-2-9).

Mr.Votteler has prepared an approximate cost of the manufacture of this crepe de chine at the prevalent price of silk at (113) Rs9-8-0 a lb. and works out the cost as follows:-

Gage 13/15 Den	5-5 lbs. Switz	Fr.95.00
Crepe 16/18 "	6.6 "	" 192.00
Winding, warping Twisting & Printing		" 22.30
Weaving		" 20.00
Dyeing & Finishing		" 90.00
Cleaning		" 2.00
Working Expenses per loom per day Fr.3.60		" 28.80
Total cost for 87 m.		" 389.10

or cost per meter will be 4.50 Fr. or Rs 2-5-0 per meter or Rs2-8-0 per yard.

This fabric is of the same width as that ontained from Benninger; only cost of raw silk is taken at Rs 9-8-0 as against Rs12-4-0 in the former case. Greater allowance is made for working costs which as per Mr.Votteler's statement is 80% of the cost of raw materials while in Benninger's it is only 35%.

The price at which this fabric is sold by wholesale importing merchants is Rs2-13-0 for Shanghai Crepe which should be 45" in width.This price has been corroborated by the figures furnished by wholesale merchants at Bombay, Calcutta and Madras and also by a reference to the invoices of retailers in Bangalore and Lahore.

I was able to obtain through the courtesy of the Head Appraiser, Sea customs, Calcutta, the landed cost of the fabrics that are imported from Japan. The following Table furnishes information as to the landed cost of each fabric in yens as also in Rupees and value after customs duty of 40% is added giving us the value at which the wholesale merchants can sell.

* For statement vide sheet enclosed.

	Width.	Length.	Quality.	Price.	Rs	Add 40%	Price per yd. Rs
Chirimin (Crepe white)	40"	25 yds	16 m.	Y.27.70	37.94	15.17 : 53.11	2.12
Georgette Crepe							
White.	40"	12½ "	6	Y. 6.95	9.51	3.80 : 13.31	1.65
Coloured.	40"	12½ "	6	Y. 7.30	10.00	4.00 : 14.00	1.12
White.	45"	12 "	12	Y.35.40	48.49	19.39 : 68.08	5.67
Coloured.	45"	12 "	12	Y.36.60	50.80	70.32 : 71.12	5.84
Palace Crepe							
White	45"	11½ "	8	Y. 8.70	11.91	4.76 : 16.67	1.33
Coloured	45"	12½ "	8	Y. 9.15	12.53	5.01 : 17.54	1.40
-Do-White			12	Y.12.95	17.74	7.09 : 24.83	1.98
-Do-Coloured			12	Y.13.40	18.33	7.33 : 25.66	2.05
-Do-White			14	Y.30.20	41.37	16.55 : 57.92	4.63
Satin Plain	45"	25 "	4¾	Y. 8.10	11.09	4.43 : 15.52	.62
	36"	25 "	12	Y.19.03	26.07	10.42 : 36.49	1.46
			10	Y.16.03	21.96	8.78 : 30.74	1.16
Paj	36"	20" "	10	Y.18.70	25.61	10.24 : 35.85	1.79

The Exxhange is taken at Rs 135½ to 100 Yen, but at present the exchange has gone up by 20 percent and there is an addition of 10 percent duty; so cost at present has to be taken at 25 percent more than the above figures.

MANUFACTURERS OF SILK FABRICS IN INDIA.

The largest centre of silk manufacture is undoubtedly Benares. Here mostly high class brocade work is done using imported silk yarn and gold thread of indigenous manufacture. There are a few factories here which have power looms but they do not weave the elaborately designed silk fabrics on these looms but confine themselves exclusively to the manufacture of spun silk fabrics using spun silk for warp and noille yarn for weft. Manufacture of spun silk is also undertaken in the Punjab, specially in Amritsar and Lahore, and also in Shahajahanpur. In all these places they use mostly spun silk. One Factory however known as the Kashmir Silk Weaving Factory uses Kashmir Silk Yarn for warp and the same for weft. They do not use twisted yarn. There is one other factory by name the Model Silk Weaving Factory at Amritsar which has about 20 power looms, but on these power looms they do not manufacture goods of real silk yarn but employ mostly spun silk yarn and during the cold season they weave woollen fabrics using imported worsed yarn. In Bengal, however, there are two well equipped factories - 1)The Bengal Silk Mills and (2)Cowajee Bhoja's factory at Tallygunje. In the former place there are about 177 power looms, all of British Manufacture and are of very old type. All the looms have got jacquards mounted on them. They have Enoch Rston's Silk Twisting Machinery, a good dye house and a calendering machine. The Proprietor Mr.Hashim Ariff is an enterprising merchant and has owned his factory since 1881. He is well aware that these machineries require renewal. He has himself been to France and other silk manufacturing centres. He has recently ordered a Ruti Loom and wants to find out its suitability before further expansion. He uses entirely Kashmir silk yarn and he has now arranged to put up a few reeling basins at Maldha with a view to obtain his own supplies of raw silk. Mr. Cowarjee has 49 looms all mounted with jacquards obtained through Messrs.

Messrs.Gaicomo Jucker. The looms are mostly Czecho-Slovakian manufacture and his twisting machinery are all of the Italian type, an adaptation of Battalig's. Mr.Cowarjee has no finishing plant and has not actually started manufacturing silk fabrics. He is at present engaged in converting his looms which were all doing artificial silk fabrics on cotton yarn warps to pure silk fabrics. He has not yet decided as to the particular kind of silk yarn he has to use. ~~In Bhagalpur which is considered to be the best Silk Weaving Centre in Northern India, all people are engaged in the manufacture of spun silk fabrics . He has not yet decided as to the particular kind of silk yarn he has to use.~~ In Bhagalpur which is considered to be the best silk weaving Centre in Northern India, all people are engaged in the manufacture of spun silk fabrics used either for shirting, coating or for Chaddars. There are three factories here which have power looms and all of them are using only spun silk. No real silk is used, In Surat, silk weaving is carried on to a large extent. There are several factories where Hattersley's hand operated looms are in use and an appreciable number of power looms are also in use. On Hattersley's looms, the warps used are mostly raw silk in gum, the weft also being oven in gum. Such machines are employed for the manufacture of satins. On Power Looms the fabrics that are manufactured consist mostly of spun silk yarn warps. Recently attempts are being made to use pure Kashmir Silk Yarn for warp. At Bombay, I understand one Mr.Vaidya, whose father is a leading Occulist, has recently imported ten looms from Atiliers Deideriche from France and intends to manufacture high class silk fabrics using imported silk yarn. The Director of Industries, Bombay, informed me that Messrs.Visram Brothers are going to put up a small factory at Bombay. I met Messrs.Visram Brothers however, and I understand from them that they are anxious to put up a factory, but have not fixed up the place as they have not been able to raise the necessary finance. The Proprietor is a distant relation of Sir Fazulbhoy and is the Agent for Ruti Looms. I understand both from them

them and Messrs.Volkart Brothers who are supplying the finishing plant, that an order for 150 looms and the necessary finishing plant for a merchant in Kashmir has been placed, but that these machinery have got to be delivered in three instalments. It is not known as to when the work will actually start.

I do not anticipate any competition from the Indian manufacturers for crepe-de-chine, crepe satin or for georgettes a; in no place in India, other than Mysore, are there well equipped silk throwing outfits. Messrs.Volkarts have recently sold two or three Battaglias sets to Rayadrug and at Lucknow, but these are mostly engaged in twisting silk for ordinary use. We should however be prepared for a competition at the hands of handloom and small power loom factories in the manufacture of ordinary taffettas, These goods are now manufactured at Peddapuram, Bengal, Murshidabad and in the Punjab, especially in Ludhiana and are being sold in the market at Rs2-2-0 a yard with a 12½ percent discount for cash on a 45" width fabric. If the same fabrics are sold in colours they charge two annas extra per yard. The textures of these fabrics leaves much to be desired and there is very little twist in the yarn used.

CONCLUDING REMARKS.

As will be seen from the Statement appended to this report furnishing details of wholesale and retail prices of several fabrics in popular demand, over 14 varieties of fabrics find a ready market. The largest sale amongst these fabrics are for crepes, georgettes and charmeuse. There is equally a large demand for spun crepe and Palace Crepe. The spun crepe is used for shirtings. There is a limited demand for satins as well as for pure silk fabrics known as Paj. The latter, if manufactured will have to compete against the products of local manufactures like the Bengal Silk Mills, the Peddapuram Factory and the Factories in the Punjab and Surat. In the beginning it may be

desirable till our weavers get trained to do a certain amount of weaving using spun silk,yarn. We may also see whether we cannot manufacture a fabric partly using spun silk and partly reeled silk which will come to the grade of Cambo or Kawamatto The fabrics that are manufactured should all be either 40" or 45" preferably 45" width, except in the case of shirtings for which the width should be 29". In the case of crepe these fabrics should not weigh more than 3½ lbs. to the piece of 24 yards. In the case of georgettes, these fabrics should be made of three weights corresponding to weight of 3,4 & 5 lbs. to the 25 yds. pieces. In the case of Paj samples should be similar to our Taffetta Radium and Canary Yellow which we have obtained from Swtiserland. If we undertake the manufacture of spun crepe or palace crepe they should be similar to the samples marked in the book of samples submitted along with this report. In India, just at present, most of the small factories are concentrating their attention on the production of spun silk fabrics, chiefly shirtings, chaddars and coatings using spun silk for warp and noiled yarn for weft. These commodities are usually sold from the months of March to October, the manufacturers accumulating a certain amount of stock during the other periods.

As soon as we commence manufacturing and have accumulated sufficient stock we will have to consider the best method of organising our sales. Though it may be possible for us to secure a sole Agent for the purchase of our fabrics either from Bangalore or from Madras, I would suggest that it would be to our advantage if we distribute our products through the wholesale merchant or through other agents in important distributing markets like Bombay and Calcutta. In Bombay,Messrs. Poormall Bros., the leading importers of silk fabrics are quite willing to help us in the marketting of our products. Mr. P. B.Advani, Director of Industries, Bombay, strongly recommends our selling through this firm. Mr. N.G. Chinoy the leading silk yarn merchant has also got a branch for

for dealing with the silk piece goods and is anxious to deal in our products when we are in the market. Mr.Madhav Doss Raghunath Doss, a leading retail Merchant in the Port, Bombay, has recently signed the Congress Pledge, and is going to stop importing fabrics from abroad. He is anxious to take up the agency for the disposal of our goods. Mr.Essa Ali, the leading silk Mercer in the Fort, is anxious to take up the sale of our products, but is not willing to say anything definite until we have bulk samples and we undertake to sell exclusively through him. If our production is not large enough and if we want to have retail sales only, we can get our goods disposed of either through the Army and Navy Stores or through the 'Swadeshi' the new Organisation that has been built up by the ladies of Bombay for the disposal of pure Swadeshi goods. In Calcutta we may arrange for th disposal of our wares, following the course of trade prevailing in that place, as indicated in the body of the Report, by entrusting the sale of our products to Mr.Ojah, who has already got a section for the sale of Mysore Products and is anxious to add more lines to his work. Messrs.Hall and Anderson,Ltd., a leading English firm, are agreeable to take over the entire output of our factory for disposal in the Calcutta market and suggested that they would be able to discuss the terms when we are in the market with our bulk samples. They want that the handling ~~thm~~ of the goods should be entrusted to them exclusively. They state that the price furnished by me based on the figures give by the Expert would be considered reasonable. They however do not want loaded fabrics or fabrics of widths less than 40". They suggest our concentrating attention on a 45" fabric. For the plain silk fabrics we may get them printed either locally or in Bombay and arrange for their disposal in the Punjab and in the Delhi Markets. In the Punjab (Lahore) the Anarkalli Drapery Stores run by Mr.Satyapal Narain would be glad to undertake the sale of these products. They are influential merchants and have business connections in Delhi and all over the Punjab.

I append to this report a statement showing the views of the several business firms whom I had interviewed and several of whom expressed a desire to take up the agency, with my remarks against each.

	Bangalore.		Madras.		
I. Crepe-de-chine (Chinese)	40"				J (S.P 40" a y
	45"	Rs3-4-0 (S.P)			
-Do- Heavier Quality	45"	Rs 3-8-0			40"
Japanese	"			Rs 4/- a yd.	
II. Charmeuse (Crepe-de-satin)	45"	Rs 5-0-0 a yd (S.P.)	40"	S.P.Rs6/- a yd.	36"
III. Georgette Light	45"	Rs2-12-0	45"	S.P.Rs3/8/0 "	
Heavy			40"	S.P.Rs2/- "	40"
Iv. Satin			40"	S.P.3-8-0 "	36"
V. Taffetta			27"	S.P.2-0-0 "	27"
VI. Spun Crepe				S.P.1-8-0 "	36"
			29"	S.P.2-0-0 "	36"
					45"
					45"
VII. Palace Crepe				S.P.3-0-0 "	45"
			32"	S.P.3-8-0 "	
VIII.Fuji	28"	Rs1-4-0 S.P.		S.P.0-14-0 "	29"
				1-4-0 "	
IX. Kanalo				S.P.1-6-0 "	
X. Kawamata					27"
XI. Miscellaneous (Chiffon)					
XII.Bengal Silk Mills					S.P.34"
					S.P.34"
XIII.Peddapuram			40"	S.P.2-8-0 "	
XIV. Satin Surat					

N.B.:-

S.P.	denotes	Selling price. (Retail)
W.S.P.	"	Wholesale selling price.
J.D.	"	Jethmal Dalaram
P.B.	"	Phoomal Brother
40"	"	Width of fabric.

Calcutta.	Lahore.	Amritsar.	Bombay.
D. P.B.)R. (W.S.P.) 4/- Rs3 a yd. ..		(W.S.P.) Rs3/-	(W.S.P.) Rs2-6-0 a yd. Rs2-8-0 "
5/- a yd.			Rs2-13-0 "
		Rs2/-(flowered)	
5/- a yd.			Rs3-8-0 "
	45" 40"		
4/- "	Rs 2-12-0 Rs4-0-0	Rs2½ a yd.	8m¾ Rs2-8-0 " 10m Rs3-0-0 " 12m Rs3-8-0 "
4/- "	Rs5/- a yd.	Rs2/- a yd.	
2-12-0 "			
3-0-0 " 2-8-0 " 1-6-0 " 5-0-0 " 4-0-0 "			
5-0-0 "	1-6-0 3-0-0 4-0-0		
1-8-0 "	29"1-8-0	Rs1-3-0 a yd.	
1-0-0 "			
2-4-0 " 2-6-0 "	Coloured		
			45" Rs3-0-0

Diary of the Itinerary of Mr. R.Ananthasubramanyam, Industrial Assistant - During his Deputation ~~to~~ in Northern India.

17th Septr. 1931	Left Bangalore by Madras Mail 9 P.M.
18th to 20 Sept."	Madras - visited silk piece goods trading firms and also Government Textile Institute.
20th Septr.1931	Left Madras for Peddapuram by Calcutta Mail.
21st "	Arrived at Peddapuram. Visited Mopanna Somaraju's Factory.
22nd "	Left for Calcutta at 10 A.M.
23rd "	Arrived at Calcutta.
24th to 28th	Halt at Calcutta - Visited the Bengal Silk Mills and Hosiery Works of Cporajee Bjoja and interviewed wholesale and retail tradesmen.
29th September '31.	Left Calcutta for Murshidabad and Berhampore.
30th September '31.	Visited the Silk Institute at Berhampore and also the firm at Kaga.

1st October 1931.	Returned to Calcutta and left for Patna by the Punjab Mail.
2nd October 1931.	Arrived at Patna and visited the Cottage and Industries Institute at Gulburz, and left for Bhagalpur.
3rd " "	Arrived at Bhagalpur. Visited the Silk Institute and also the several factories and merchants dealing in silk piece goods.
4th " "	Patna - Examination of the system adopted by the Department of Industries for carrying on weaving demonstration work. Left for Benares.
5th,6th & 7th "	Arrived at Benares. Visited the Weaving Institute, Silk Weaving Factories, The University and Silk Khoties.
8th October 1931.	Lucknow - Visited the U.P.Arts and Crafts Sales Room and studied its organisation.
9th,10th & 11th "	Cawnpore - Met the Director of Industries. Studied the market, visited the Harcourt Butler's Technological Institute, the School of Weaving and Dyeing and Hosiery Works.
12th October 1931.	Left for Delhi.
13th and 14th "	Casual Leave.
15th,16th & 17th "	Studied the silk piece goods market and interviewed Merchants.
18th to 22nd "	Lahore and Amritsar - Studied the silk piece goods market and interviewed merchants. Visited the Arts and Crafts Sales Room, Mayo School of Arts, Government Weaving Factory Sarudar as also School of Dyeing - School of Weaving, Amritsar, Tekchand's Model Silk Weaving Factory.
23rd October 1931.	Agra - Interviewed silk merchants and visited Dayal Bagh Institute.
24th & 25th "	Left for Bombay.
26th October 1931.	Left for Surat. Interviewed Silk Yarn Merchants. Secured order for 100 lbs. of silk and also visited Weaving Establishments and Gold Thread Manufacturers.
27th to 29th Octr."	Bombay. Interviewed wholesale and retail silk piece goods merchants and the Swadeshi Exhibition. Left Bombay for Poona.
30th October 1931.	Arrived at Poona. Visited the Market and the Silk Mills. Got an inventory of machines available for sale and left for Poona for Bangalore by Mail.
31st October 1931.	Journey.

1st November 1931. Arrived at Bangalore at 6.40 A.M.,

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(1) Messrs. Best & Co., Ltd.,
Post Box No.63, Madras.

They are our Soap Agents and also represent the Mysore Iron Works. They were very largely interested in the piece goods trade before, doing a large import trade, and are fairly acquainted with the system of distributing wholesale commodities amongst the retail merchants in the City of Madras. Owing to the Swadeshi Movement they have recently opened an office in the Godown Street under an Indian name where transactions in Indian goods are conducted, Their piece goods representative saw our silk fabrics and is anxious to handle this line of business when once we are on the market with our finished fabrics. He accompanied me to the several merchants with whom I have had interviews in Madras.

(2)Krishnachand Chellaram,
Esplanade, Mount Road & Rattan Bazaar.

This firm is by far the most important amongst the silk piece goods firms. The company started business in Madras only ten years ago and have already got an excellent retail shop in Mount Road, one near the Wallajah Road, Fort, another in Rattan Bazaar Street and a Swadeshi Stores in Esplanade. In addition to these, they have shops at all hill stations in Southern India. The Managing Proprietor Mr. Vishnadas saw the several samples of silk fabrics I had taken with me. He was greatly interested in them, but he said that the width of the samples would not suit the market and that the quality was good. He also gave me several samples of fabrics of different weaves that would suit the Madras and South Indian Market. Mr.Vishandas was anxious to secure the sole agency for these fabrics for the whole of India and considered that our output could easily be disposed of. The only difficulty would be that Mr.Vishandas would like to have all the profit at our cost, he being an importer as well as a retailer and would like to secure a large margin of profit. His depots would however, be very useful as they would serve

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as distributing centres, when once the goods are made.

(3)Messrs.Gohhai Karanji, Ltd.,
Godown Street, Madras.

This is a leading firm of piecegoods and silk yarn importers of Bombay. Due to the bpycott movement they have recently established a branch in Madras and have placed Mr.Sethna at the head of the business. Mr.Sethna has considerable experience in silk piecegoods having been himself the representative of the firm in Japan for over 15 years and has been responsible for the introduction of several varieties of silk fabrics into India. He considers that the fabrics should be 40" or 45" in width. He thinks our fabrics are good but that some fabrics, particularly crepe-de-chine should be heavier in quality. This firm is not anxious to sell other fabrics.

(4)Messrs.Rao Sahib Papiah Chetty & Sons,
Godown Street, Madras.

This firm, I understand, represents the Sri Krishnarajendra Mills, Ltd. Mr.Papaiah Chetty is the Secretary of the Andhra Chamber of Commerce and is desirous of adding new lines of business He said he had no experience in handling piecegoods but would like to be given a chance on trial for the disposal of the fabrics when they are made. Mr. Papiah Chetty is however anxious to enter into some arrangement with the Government ~~in the~~ so that goods to his order abd design may be manufactured in the Government Weaving Factory or in the Commercial Section to be attached to the contemplated Weaving Institute and sent to him for disposal.

(5)Indian Industrials, Ltd.,
Esplanade, Madras.

This is one of the leading Swadeshi Concerns in Madras which has been in existence for the last twenty years. Mr.Sastry who is the Managing Lessee of the business saw the samples and said he could not place orders for these fabrics,but would be glad

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to serve as our Agent for their disposal if sent to him on consignment basis.

(6) Messrs.S.R.Balusawmy & Co.,
Sowcarpet, Madras.

This is a leading firm which has a large clientele among the Indian Christian community and the leading residents of Mylapore. Their trade is now mostly in Benares and Mysore Silk Fabrics (Sadies). They have experience in the sale of such silks such as ours, but consider that if our fabrics are made ~~45~~ 45" in width they would be able to take a large quantity of them.

(7) Messrs.Moopanna Somaraju Veeraraju,
Peddapuram.

These are enterprising merchants of the Northern Circars here, till recently doing sales of imported cotton fabrics, They are instrumental chiefly for the development of silk weaving in the locality, being responsible for the supply of thrown silk to the handloom weavers and arranging for the marketting of the finished products. They have done extensive trade in such silk fabrics which are mostly plain silk goods and have created new markets in the Punjab and the Bombay Presidency. They have secured a loan of Rs 50,000/- under the State Aid Act of the Madras Government and have added to their Factory a silk twisting plant of Messrs.Wegmanns, one of Messrs.Benningers Silk Looms, 3 looms with jacquards of Henry Levisy's make and have also got an Aerograph printing machine with six guns attached. They have a good dye house and have in addition to the Wegmann's machine referred to above, a number of twisting machines similar to what we originally manufactured at the Government Weaving Factory. They normally consume one bale of silk every day, but due to the depression they have curtailed the activity. They are anxious to take to new lines of work if there is a demand for such fabrics. They have themselves no selling depots in any of the markets.

(8) Mr. Amritlal Ojha & Co.
Lyons Range, Calcutta.

These are representatives for our Soap Factory products Mr.Ojha, the Proprietor, is a monied person and is anxious to add new lines to his Mysore Agency. He has agreed to take up the agency for the disposal of our silk ware in Calcutta and is agreeable to enter into any arrangements we may fix. If we are going to open a new business in Calcutta, it is desirable to utilise his services. Mr.Ojha has some experienced brokers in his employ who know the silk goods trade.

(9) Messrs.Poomul Brothers,
Canning Street, Calcutta.

These are the most important amongst the importing houses for silk fabrics. They were kind enough to supply me with samples of commodities which were in normal demand in the Calcutta Market. They have also seen our samples and suggest it would be best if we should concentrate our attention on the manufacture of Crepe-de-chine, Palace Crepe which were being imported largely there. This firm at Calcutta are not anxious to handle any new fabrics as they consider it would not be to their interests to do so.

(10) Messrs.L.H.Lilaram & Co., Ltd.,
Park Street, Calcutta.

This firm was dealing in curio and silks till recently. They have recently abandoned their silk branch. They are anxious to examine our samples when once we are on the market with our fabrics and then consider about taking this line.

(11)Sathram Das Dhalwal,
Calustan Mansion, Park Street,Calcutta.

This is also an important curio jeweller and silk merchant. He obtains his silk from the importing houses in Canning Street. He saw our samples but is not anxious, in the present state of depression to enlarge his business by adding new lines.

(12) Jethmall Dhalamall,
7-1 Lindsay Street, Calcutta.

This is an important retailing house for the imported silk fabrics. The Proprietor is not all anxious to do business in Indian made goods. He thinks it will compete with his own business, He was, however, kind enough to give me samples of fabrics which were in great demand and also the retail prices at which he sells them. He thinks if we deduct 35 to 40 percent of such retail prices it would represent the cost at which he has sexured them.

(13) C.Moolchand,
Sir Stewart Hog's Market,
C a l c u t t a.

This is an important retail house in the new market at Calcutta. Its prices are slightly lower than those of Jethmall Dhalamall.

(14)Indian Silk House,
206,Cornwalli's Street,Calcutta.

The proprietor of this firm Mr.Chand is a Marwari who has settled in Bengal for a long time. Before the Swadeshi movement started they were dealing in spun silk goods obtained from Surat, Bhagalpur. They are now stocking purely silk fabrics and prefer hand made and hand woven fabrics, They have no objection,however, to deal in machine made fabrics provided the yarn used is Indian, They are anxious to secure our agency, They have a very good retail business in Calcutta.

(15) Bengal Silk Mills,
Armenian Street, Calcutta.

This is a sales depot for the products of the Bengal Silk Mills. The practice adopted is to send out sample books with price lists to retailers through brokers and obtain orders for their fabrics. They are not anxious to take other lines.

(16) Cowarjee Bhoja,
Armenian Street, Calcutta.

This firm who own also a factory at Tallygunge were represmting the E.D.Sassoon Silk Mills and the original Choi's Silk Mills, For a very long time they were delaing in spun silk fabrics, later on in artificial silk fabrics and manufactured such products in their own factory. Mr. Khoja is anxious to secure our agency, but I would not prefer him as he is himself a manufacturer and could easily copy our designs.

(17) Priya Gopal Bishorji,
70,Kengarpura Street, Calcutta.

This is an important merchant in Kengarapura, the wholesale business place of Calcutta. He imports large quantities of silk from Murshidabad, Benares and elsewhere. He is anxious to sell our silk fabrics also.

(18) Messrs,Jawharlal Pannalal & Co.,
68, Cross Road, Calcutta.

This is an important Draper House in College Square. They are anxious to stock our silks also. Their financial reputation, howeverm is not up to the mark.

(19) Kamalalaya Stores.

This is about the best among the retail houses in Calcutta, The proprietor is anxious to have bordered fabrics rather than pure silk fabrics. He thinks when our goods are manufactured and he is given certain samples he may be able to build a big trade as he has a large clientele.

(20) Katyayana Stores.

The sales of this firm ranks third amongst the retail merchants in Calcutta. The Proprietor is anxious to have some business ~~connections~~ connections with Mysore.

(21)Messrs.Bhattachari & Co.,
Berhampore.

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This firm is responsible for putting on the market what is familiarly known as Carmichael Handkerchief which is chiefly printed silk fabrics. They used to carry on a large export trade in this commodity for a long time. Their sales have now dropped and they are not interested in any of our silk fabrics.

(22) Ramachandra Bansidhar,
Proprietor,Rambansi Silk Factory, Bhagalpur.

This is an enterprising Marwari Silk Merchant. He has a disstributing house in Calcutta for his goods. He is anxious not only to secure the agency for the sale of these fabrics, but eventually would like to set up a small section in his own factory for doing these goods obtaining raw materials from us.

(23) Mohanlal Jessingbhoi - Near Chowk, Benares.
The Proprietor of this firm is a native of Ahmedabad and has two Brothers having shops at Ahmedabad. He has got under his control about 100 looms on which he gets fabrics needed for the Bombay, Ahmedabad and Gujarat markets made. He deals exclusively in sadies with brocade work. He saw the samples of our silk and says that the better place to sell these would be Bombay rather than Benares.

(24)Keshvalal Shivalal,
Benares.

This is another firm of Gujarat Merchants who buys articles from the weavers as they produce and does not get things made to order. He purchases during slack season large quantities of fabrics which he considers he can dispose of in various markets, He is not interested in our silk, I showed him the samples of our raw silk. He stated that though the practice at Benares was for the merchant to give indents for silk, it was done at the request of the weavers and that the weavers usually got their supplies of silk from the silk koties whom he suggested I should interview.

(25) Madanagopal Mukunda Doss,
Benares.

This gentleman is a Marwari and owns a silk weaving factory consisting of machinery obtained of Butterworth and Dickenson. He manufactures exclusively spun silk fabrics in his shops. He also deals in spun silk fabrics known as Kashi Silk. He is not interested in our silk fabrics nor in our silk yarn.

(26)Shah Iswaraprasad Visvanathaprasad,
Benares.

This firm manufacture gold threads obtaining silver wire draen at Benares and have machines for the widding of these silver wires round a core of cotton. They are interested in our silk yarn though I suggested they would do well to have our silk for the core in the manufacture of gold thread.

(27)Laxman Prasad Biswadas,
Benares.

His name was suggested as one of those who had taken to new class of manufacture at the instance of the Central Weaving Institute of Mysore. He has half dozen Hattersley looms and uses them exclusively for the manufacture of spun silk sadies. No silk weaving is done.

(28) Kunjinlal Madanlal,
Benares.

He is the most important silk yarn merchant in Benares. He works in conjunction with Nagendas Fulchand Chinoy of Bombay. He was representing the Government of Kashmir but now has given up their agency and gas practically ousted Kashmir silk from the Benares Market by obtaining a similar grade for the Kashmir Silk from Japanese market. I have obtained such yarn which he puts in the market. He thinks that Mysore silk prices are heavy and their sale can only be increased if they are sent to him in large quantities, say 2000 lbs. a month and are placed on the market at prices not exceeding Rs7-8-0 per pound. He also sells organzine

X Silks

silks 13/15 Ds.(twisted) obtained from Japan. He obtains twisted silk (Canton) from Messrs.Narayana Rao Naik through Nagindoss Fulchand Chinoy.

(29)Hindustan Industrial Co-operation,
Cawnpore.

The Proprietor of this Moolchand Mulraj is our sole agent for Mysore Soaps. Mr.Moolchand is a very rich and influential person interest in sugar business. The Hindustan Industrial Corporation is a new activity of his, through which he wants to work several agencies for Indian products. He is just at present concentrating attention through this Corporation just at present in the sale of Mysore Soaps and also for the sale of Pharmaceutical preparation made by a local firm. He is anxious to take up the agency for the sale of our silk fabrics, when we put them on the market. He is conversant with the course of the trade in the locality.

(30)U.P.Sales Emporium,
Lucknow.

This place is run by the Department of Industries. Sales of silk fabrics are also undertaken along with the articles of artistic manufacture. They have an arrangement by which they conduct sales at Nanital and Mussorie, the Hill Stations during the seasons. When once we undertake to manufacture fabrics on a large scale we can use this organisation for helping our sales in Hill Stations in Northern India.

(31) B.M.Aulinja & Co.,
Chadni Chowk, Delhi.

This firm belongs to a wholesale merchant in Delhi who deals mainly in spun silk fabrics as also silk goods. He obtains his supplies from the several small factories in the Punjab, Surat and United Provi ces and distributes them throughout the Punjab and United Provinces.

He is anxious to take the agency for our silk fabrics and considers that he would be able to push sales if an exclusive agency is given to him. He is our selling agent for our soaps in that area. He considers the quality of Cre-de-Chine is very good and says that in regard to the Satin they should be in 27" width and sent in rolls with selve edge of different colours than that of the body. He states that the same remarks apply to Taffettas also.

(32) Pandit Brothers,
Clock Tower, Delhi.

The Proprietor of this Firm is the nephew of Col.Hasker - Minister of Indore. Their firm is the largest retail stores in Chandni Chowk. Mr. Hasker Junior saw our samples and considers that they will have a very good market in Delhi. He is at present getting his supplies from ~~Agents~~ Bombay, and s states that so far as he is concerned he could do only retail business and that Delhi was formerly the distributing market for the Punjab but its place is now taken by Amritsar.

(33) Messrs. Naturam & Sons,
The Mall, Lahore.

These are tje leading firm in retail business in the Mall area. They have a very good stores. The Proprietor who saw our samples is anxious to secure an agency for the sale of our Fabrics. He has furnished counter samples and he has also given the prices at which he would be glad to buy these fabrics. He buy Chinese Crepe 45" wide at prices between Rs2-8-0 and Rs 2-10-0 Japanese Georgette light weight at Rs 2-4-0 to Rs2-8-0, French Georgette at Rs4/- a yard and Satin at Rs 4-12-0 to Rs5/- all 45" wide fabrics. He wants if the agency is to be given to any one in Punjab, to have the first refusal.

(34) Messrs.Satyapal & Co.,
Anarkali.

This is one of the leading firms in the Bazaar of Lahore,

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The Proprietor is the cousin of our Soap Agents and the nephew of the Minister of Punjab. They do large transactions in silk piece goods as well as in other Indian manufactured piece goods.

They stock at present silks made in Peddapuram, Murshidabad, Kashmir, Surat and Punjab. The Proprietor is very anxious to secure the wholesale agency of our fabrics for the whole of the Punjab and he is quite willing to give guarantee for sales as well as furnish samples of goods that could be used.

(35) Gokulchand Devichand,
Amritsar.

This is one of the leading importing firms in Amritsar. They get their goods through Karachi from Japan, They have submitted samples of fabrics which are imported from Japan and sold in retail in the Punjab market furnishing wholesale prices for such fabrics. They saw our samples and were much struck with it. They consider that if we manufacture articles similar to Satin-Crepe and also different crepe with Jacquard worj on it they would find a large sale.

(36) The Model Silk Weaving Factory,
Amritsar.

The Proprietor Mr.Kidernath Karamchand of this concern has also a business house in Amritsar. He is anxious to obtain twisted silk yarn from Mysore to replace the silk yarn that he is now getting from Kashmir, He is also anxious to secure the agency for the sale of our fabrics, but I would not suggest its being given to him as he would eventually be a competition.

(37) Manickchand,
Merchant, Saddar Bazaar, Agra.

This is an important ,erchant in Agra who deals

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in silk goods goods. He wants, as soon as we start manufacture, to send him bulk samples and said that he trusts he would be able to conduct large sales in Agra.

(38) Messrs.Chandolal & Sons,
Surat.

These are the agents for sale of Kashmir Silk. In additio -n they have their own factories where they are now manufacturing silk fabrics (spun). They have also started the manufacture of silk fabrics using Kashmir silk both for warp and weft on their power looms. They have no twisting plant. They get their silks twisted in Surat itself by the aid of locally made machinery. The Proprietor is in correspondence with Messrs.A.Brunnschweiler & Co., to get looms similar to what has been supplied to us. This firm also has got a retail shop in Bombay for marketting their goods.

(39) Prabhudoss Raghavadoss Reshamawala,
Surat.

This firm has the control of a large number of looms, Hattersleys as well as handlooms and has ~~ga~~ a good twisting factory using indigenous appliances. They buy Mysore Silk both from Government and from Mr. Silva as also Kashmir Silk. The latter is exclusively used for the manufacture of gold thread. They use Mysore Silk for the warps in the manufacture of satin which they produce very largely and sell in the Kathiawar market.

(40) Hajee Abdulla Esa Ali,
Hornby Road, Bombay.

This is the most important amongst silk mercers in the Hornsby Road, having a large clentele amongst all communities in Bombay. The Proprietor has himself been to Europe and visited all silk manufacturing Centres. He saw our samples and was much struck with them. He is desirous of taking up our selling Agency but is not anxious to commit himself till he is satisfied that the

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bulk samples which we are going to manufacture are equivalent to the samples which we have now with us.

(41) Madhavadoss Raghunatha Doss,
Hornby Road, Bombay.

These are also an important retail house, second in rank to the above. They have also a large number of clientele amongst Gujarat and Parsee community. The Proprietor Mr.Bhagavandoss Madhavadoss is an Honorary Presidency Magistrate in Bombay and has recently signed the Congress Pledge and refrains from importing fabrics from outside. He is desirous of taking up the agency for the sale of our fabrics. He has furnished a range of samples that are mostly in demand in the market. Their organisation can be made use of in disposing of our fabrics when once they are manufactured and put into the market. Mr. Bhagavandoss is just at present in Bangalore and may be interviewed.

(42) Swadeshi,
Churchgate, Bombay.

This organisation recently built up is in the hands of a bank Honorary workers mostly Parsee Ladies. They have a very good show room. The only difficulty is that the prices put up are very heavy and when once a customer goes and buys an article he is not likely to go again.

(43) Bombay Swadeshi Stores, Ltd.,
Fort, Bombay.

The Manager of this place told me that they were originally selling large quantities of swadeshi silk fabrics made in Bengal and Mysore. Their sales have gone down considerably. People are not purchasing articles of luxury and the few good clientele they had gave been taken away by the other organisation 'Swadeshi' at Hornby Road. He is however anxious to stock and

X sell

sell our goods when they have actually been put in the market, as he considers that such quality goods are produced nowhere else in India.

(44) Karanji Blouse Depot,
Charni Road, Girgaum.

This firm is the best amongst the retail merchants in Girgaum. The Proprietor said that if our bulk samples were in conformity with the samples now shown to them he would place large orders with us. He estimates that business to an extent of a lakh of rupees per month can be expected.

(45) Phoomal Brothers,
Jackria Musjid Road, Bombay.

These are the premier house amongst the importers of silk piecegoods in India. They have branches all over India as well as in Japan and Europe. The proprietor saw our samples and stated that he would help us to dispose of our articles when oneewe have them under manufacture. He gave me an idea as to what weights the fabrics should be made to and also the prices at which similar fabrics are now being imported from Japan, details of which hace been mentioned in the statement attached to the report.

(46)Nagindoss Fulchand Chinoy,
Muskid Bunder Road, Bombay.

This is a firm which is primarily interested in the import of silk yarn, They have recently opened a branch in Bombay for dealing in imported silk piecegoods. The Proprietor of this firm, who is familiar with Mysore conditions is anxious to be given the chance of selling our fabrics in the Bombay Market.

(47) Army and Navy Stores,
Bombay.

I had seen the Manager of the Stores,At his instance, Mr.Peacock of the Draper's Stores saw our samples. He stated that there was no market for the ~~ki~~ weighted fabrics,but however was of opinion that the bulk samples manufactured were in conformity with the samples shown to him,there would be no

no difficulty in finding a market for the same. He would be willing to place orders for his requirements.

R Ramanathan Subramanyam